

Barcelona Catalonia is presenting its main projects for attracting foreign investment at Expo Real 2018

Catalonia and Barcelona continue attracting business

- Reached a record number of businesses that have set up their offices in Catalonia in the last 9 years
- 1,500 new jobs were created by international tech companies in Barcelona

The Catalan Government, with the partnership of INCASÒL, the City Council of Barcelona and the Metropolitan Area of Barcelona (AMB), has renewed its commitment to support fairer, more efficient and more sustainable development models at [Expo Real 2018](#) for the tenth consecutive year. Expo Real is one of the world's leading real estate fairs, which is being held from today Monday the 8th of October to the 10th, in Munich (Germany).

The view of [Barcelona Catalonia](#) is that economic growth must be accompanied by development at a nationwide level, and that those projects that combine economic activity with respect for the environment and the use of clean technologies are the most important.

With this aim, Barcelona Catalonia is pushing strategic projects in the city's metropolitan area, along with vital logistics projects in the Mediterranean corridor that have been designed to make Catalonia a point of both entry and exit for goods from southern and central Europe.



The Barcelona Catalonia stand at Expo Real 2018, Munich (Germany).

Barcelona is a leading city in terms of its international, open and cosmopolitan character, with a commitment to an inclusive growth model that generates wealth and a diversified economy. These factors make the city extremely attractive for foreign investment, as well as for attracting international talent.

Barcelona and Catalonia, leading the way in attracting investments

During the first six months of 2018, international technology companies have announced the creation of some 1,500 jobs in Barcelona, with big name companies including: Microsoft, Sanofi-Aventis, Cisco, Amazon, Facebook (through CCC), Salellogic, WeWork, N26 and King having all set up, or expanded their facilities recently in the Catalan capital.

The number of companies with headquarters in Catalonia has now reached record numbers when compared to the last 9 years. On 1 January 2018 there were 618,366 active companies in Catalonia, 1.5% more than the previous year, according to figures from the Central Business Directory (DIRCE).

Promoting strategic and logistic projects

In this scenario, the Catalan Government, acting with INCASÒL, Barcelona City Council and the Metropolitan Area of Barcelona, is renewing its commitment to pushing ahead with the development of new strategic projects in Catalonia, especially in the metropolitan area of the Catalan capital, in addition to the most important logistics offer in the Mediterranean corridor region.

These important organizations have all come together under the slogan *Barcelona Catalonia goes on!* at the Barcelona Catalonia stand that will be offering investors an overview of the leading projects currently underway in Barcelona and Catalonia with respect to potential business opportunities. These ventures span from the 22@ project - as a consolidated model of an urban and economic innovation district - to the Diagonal-Besòs Campus, with its new areas for co-working and over 30 new locations for hotel sector projects in municipalities in the metropolitan area of Barcelona, not to mention the new Els Jons de Gavà site for economic and logistic activities.

Barcelona Catalonia goes on! Emerging trends in foreign investment

This year Expo Real organization is including the official programming of a themed conference on Barcelona and Catalonia for the first time, under the title *Emerging Trends in Foreign Investment*. The event will be moderated by Carles Vergara, an Associate Professor of Finance at the IESE Business School. International companies like CBRE and INVERTICA Real Estate Solutions will be offering us their views on the interest that foreign investors are showing today with regard to both Barcelona and Catalonia.

As in previous events of this type, Barcelona Catalonia is committed to a model that brings together the proposals of different public authorities with projects from leading private companies in the sector. To this end, the Expo Real stand

is uniting companies with an international outlook with those municipal, metropolitan and supra-municipal bodies that are involved in urban projects in Catalonia. This year's event includes the participation of councils from the towns of Gavà, Sant Boi de Llobregat, and Viladecans, and from the city of Tarragona; as well as companies such as Building Center, Forcadell, Europa Center, JAP and Invest in the Center of Catalonia.

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